

Rep Order# 9814040 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/10/2012 8:11 AM  
Last Received: 09/07/2012 5:18 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DSCC IE  
Estimate# 1705  
Buyer Meredith Kaufman  
Phone#  
Fax#

55103  
Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1705  
Flight Dates 09/11/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	530A-6A	GOOD MORNING CINCY	:30	\$1,000.00	09/12-09/14	1 P1	1	1	\$1,000.00	
	2	W-F	630A-7A	GOOD MORNING CINCY	:30	\$1,100.00	09/12-09/14	1 P1	1	1	\$1,100.00	
	3	W-F	730A-8A	THE EARLY SHOW	:30	\$700.00	09/12-09/14	1 P1	1	1	\$700.00	
	4	W-F	830A-9A	THE EARLY SHOW	:30	\$700.00	09/12-09/14	1 P1	1	1	\$700.00	
	5	W-F	10A-11A	ANDERSON	:30	\$550.00	09/12-09/14	1 P1	1	1	\$550.00	
	6	W-F	12P-1230P	12 NEWS AT NOON	:30	\$1,800.00	09/12-09/14	1 P1	1	1	\$1,800.00	
	7	W-F	130P-2P	BOLD AND BEAUTIFUL	:30	\$950.00	09/12-09/14	1 P1	1	1	\$950.00	
	8	W-F	3P-4P	LET'S MAKE A DEAL	:30	\$700.00	09/12-09/14	1 P2	1	1	\$700.00	
	9	W-F	4P-430P	12 NEWS FIRST	:30	\$1,600.00	09/12-09/14	1 P1	1	1	\$1,600.00	
	10	W-F	5P-530P	12 LOCAL NEWS	:30	\$1,800.00	09/12-09/14	1 P1	1	1	\$1,800.00	
	11	W-F	6P-630P	12 NEWS AT 6P	:30	\$2,000.00	09/12-09/14	1 P1	1	1	\$2,000.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	W-F	7P-730P	INSIDE EDITION	:30	\$1,600.00	09/12-09/14	1 <i>P2</i>	1	1	\$1,600.00	
	13	W-F	727P-8P	ENT. TONITE	:30	\$1,600.00	09/12-09/14	1 <i>P2</i>	1	1	\$1,600.00	
	14	W-F	11P-1135P	12 NEWS AT 11P	:30	\$2,200.00	09/12-09/14	1 <i>P2</i>	1	1	\$2,200.00	

---REPORT TOTALS---

Report Totals: 14 / \$18,300.00

---SALES MONTHLY TOTALS---

Sep 12: 14 / \$18,300.00  
Sales Totals: 14 / \$18,300.00  
Station Totals: 14 / \$18,300.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$61,000	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPC	33%
		WKRC	30%	WLWT	22%	WSTR	2%	WXIX	12%		

Books null  
Demos RA35+

# Spot Manager: All, 09/11/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Democratic Senate Campaign Committee												
Agency: Great American Media												
Station: WKRC-TV												
Order: 55103												
<b>Line: 1</b>												
09/14/12	Friday		:30	\$1,000.00		5a Good Morn Cincinnati (5:30:00 AM-6:00:00 ADSCC IE		1705	P-1		1	MWASH
				\$1,000.00							1	
<b>Line: 2</b>												
09/12/12	Wednesday		:30	\$1,100.00		6a Good Morn Cincinnati (6:30:00 AM-7:00:00 ADSCC IE		1705	P-1		1	MWASH
				\$1,100.00							1	
<b>Line: 3</b>												
09/13/12	Thursday		:30	\$700.00		CBS This Morning (7:30:00 AM-8:00:00 ADSCC IE		1705	P-1		1	MWASH
				\$700.00							1	
<b>Line: 4</b>												
09/12/12	Wednesday		:30	\$700.00		CBS This Morning (8:30:00 AM-9:00:00 ADSCC IE		1705	P-1		1	MWASH
				\$700.00							1	
<b>Line: 5</b>												
09/13/12	Thursday		:30	\$550.00		M-F 10a-11a 10:00 AM-11:00 AM DSCC IE		1705	P-1		1	MWASH
				\$550.00							1	
<b>Line: 6</b>												
09/12/12	Wednesday		:30	\$1,800.00		Local 12 News at Noon 12:00 PM-12:30 PM DSCC IE		1705	P-1		1	MWASH
				\$1,800.00							1	
<b>Line: 7</b>												
09/12/12	Wednesday		:30	\$950.00		Bold & the Beautiful 1:30 PM-2:00 PM DSCC IE		1705	P-1		1	MWASH
				\$950.00							1	
<b>Line: 8</b>												
09/12/12	Wednesday		:30	\$700.00		Let's Make a Deal 3:00 PM-4:00 PM DSCC IE		1705	P-2		1	MWASH
				\$700.00							1	
<b>Line: 9</b>												
09/13/12	Thursday		:30	\$1,600.00		4p Local 12 News at Fo (4:00:00 PM-4:30:00 PDSCC IE		1705	P-1		1	MWASH
				\$1,600.00							1	
<b>Line: 10</b>												
09/13/12	Thursday		:30	\$1,800.00		5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PDSCC IE		1705	P-1		1	MWASH
				\$1,800.00							1	
<b>Line: 11</b>												
09/13/12	Thursday		:30	\$2,000.00		6p Local 12 News at Six 6:00 PM-6:30 PM DSCC IE		1705	P-1		1	MWASH
				\$2,000.00							1	
<b>Line: 12</b>												
09/13/12	Thursday		:30	\$1,600.00		M-F 7p-730p 7:00 PM-7:30 PM DSCC IE		1705	P-2		1	MWASH
				\$1,600.00							1	
<b>Line: 13</b>												
09/13/12	Thursday		:30	\$1,600.00		M-F 730p-8p 7:27 PM-8:00 PM DSCC IE		1705	P-2		1	MWASH

[Filtered by: ] [Sorted by: Station]

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Agency: Great American Media												
Station: WKRC-TV												
Order: 55103												
Line: 13												
				\$1,600.00							1	
Line: 14												
09/14/12	Friday		:30	\$2,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	DSCC IE	1705	P-2	1	MWASH-
				\$2,200.00							1	
				\$18,300.00							14	
				\$18,300.00							14	
				\$18,300.00							14	
				\$18,300.00							14	
				\$18,300.00							14	

[Filtered by: ] [Sorted by: Station]